

South East *Build Wisconsin* Regional Workshop Small Group Record

Small Group : Single Green

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Top 10 responses to the question: “What can the State do to foster economic growth in your region?”

Priority response #1 (votes: 10) Marketing the state.

Priority response #2 (votes: 6) Workforce development strategic plan.

Priority response #3 (votes: 5) Assistance to small business and start-ups/entrepreneurs.

Priority response #4 (votes: 5) Intergovernmental collaboration incentives.

Priority response #5 (votes: 3) Tax incentives for Venture Capital and Angel Investors.

Priority response #6 (votes: 2) Invest in mass transit alternatives.

Priority response #7 (votes: 2) Strengthen technology infrastructure.

Priority response #8 (votes: 2) Benchmark the state’s education (K-12) best practices.

“Actions Necessary to Achieve our Ideas” Exercise

“If we want to accomplish this [priority issue #1], what does “the State” (as defined earlier) have to do now?”

Priority Issue #1 Marketing Wisconsin.

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

*Develop a State marketing plan.

- Define our overall purpose and expected outcomes.

- Collect and test strengths. “Brain-gain surveys”

- Identify markets and specific strategies for each.

 - our citizens

 - corporate headquarters; big business; small business

 - new college grads. Wisconsin’s “young defectors” and “senior defectors”

- Competitive analysis
- Develop a compelling branding/image message.
- Develop public/private partnership to pay for marketing
- Marketing strategies should be developed for internal (communities; citizens) and external (US; International).

-STRATEGIES:

- educate and provide resources for employers to use in recruitment.
- use events/places as promotional venue (Summerfest, Packers, etc.)
- lobby entertainment industry—more positive = more placements
- sell the sizzle—“It’s not your grandmother’s Wisconsin anymore.”
- promote the “good news”—“Did You Know?” campaign.
- counter balance high tax state with quality of life argument.
- make all Wisconsin residents our own best marketers—help our own folks see how good we are compared to other states.

-IMPLEMENTATION STRATEGIES:

- evaluate current state’s marketing efforts; budgets; etc—charge what must!
- engage professional marketers to develop brand, image, message, and materials. Conduct market research/analysis. Don’t try to do ourselves—need national perspective/experience.
- Develop advisory process to provide feedback, input: reaction to the professionally developed message (perhaps WDB model).
- Create public/private partnerships including the media, to implement and pay for marketing. For example, national companies promote not only their company but also Wisconsin. Borrow from private company marketing successes.
- Develop strategic dissemination plan.
 - sell to Wisconsin first—“pump us up” “Develop Wisconsin pride”
 - second tier—external focus/national campaign
- Use technology as a tool for implementation.
- Put resources and time into a quality marketing plan—DON’T RUSH...do it right, with the right people.